



The listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently Amended) A print product comprising a substrate, a layer of an offset printing ink applied imagewise, a primer layer, and a top layer of a UV-curable overprint varnish, wherein the primer layer comprises platelet-shaped particles which particles are aligned.
2. (Previously Presented) A print product according to claim 1, wherein the particles are colorless or are non-hiding after drying.
3. (Previously Presented) A print product according to claim 1, wherein the length or width of the particles is 1 to 1000 μm and the thickness is 0.05 to 10 μm .
4. (Previously Presented) A print product according to claim 1, wherein the particles comprise kaolin, natural or synthetic mica, talc, titanium dioxide, aluminum oxide, glass or wax.
5. (Previously Presented) A print product according to claim 1, wherein the platelet-shaped particles are effect pigments.
6. (Previously Presented) A print product according to claim 5, wherein the effect pigments are pearlescent pigments based on a silicate material or are Fe_2O_3 platelets or Al_2O_3 platelets with one or more coatings of one or more metal oxides.
7. (Previously Presented) A print product according to claim 5, wherein the effect pigments are pearlescent pigments based on natural or synthetic mica, talc, sericite, or kaolin, SiO_2 platelets, glass platelets, Fe_2O_3 platelets or Al_2O_3 platelets with one or more coatings of rare-earth metal sulfides, or with one or more colored or colorless metal oxides selected from the group consisting of titanium dioxide, titanium suboxide, titanium oxynitride, pseudobrookite, Fe_2O_3 , Fe_3O_4 , SnO_2 , Cr_2O_3 , ZnO , CuO , and NiO , and a mixture thereof.

8. (Previously Presented) A print product according to claim 1, wherein the varnish layer comprises platelet-shaped particles.

9. (Previously Presented) A print product according to claim 1, wherein the primer layer comprises pearlescent pigments based on mica, and the varnish layer comprises particles which are colorless or non-hiding after drying.

10. (Previously Presented) A print product according to claim 1, wherein the offset ink, the primer layer and the varnish layer comprises effect pigments.

11. (Previously Presented) A print product according to claim 1, wherein the primer layer is chemically curable and comprises at least one crosslinking agent.

12. (Previously Presented) A print product according to claim 1, wherein the primer layer is a water based primer layer.

13. (Previously Presented) A print product according to claim 1, wherein the particles comprise mica.

14. (Previously Presented) A print product according to claim 1, wherein the varnish layer comprises platelet-shaped particles that are larger than the particles in the primer layer.

15. (Previously Presented) A process for preparing a print product that is according to claim 1, comprising printing the substrate in-line by offset printing, then coating the support with the primer and then with the varnish.

16. (Previously Presented) A process according to claim 15, wherein the primer layer is a water-based primer layer.

17. (Previously Presented) A process according to claim 15, wherein the primer comprises platelet-shaped pigments or effect pigments which are transparent or non-

hiding after drying.

18. (Previously Presented) A process according to claim 15, wherein the offset printing ink, the primer and/or the UV varnish comprises effect pigments.

19. (Previously Presented) A food or cosmetic product packaging comprising a print product according to claim 1.

20. (Previously Presented) A folding box comprising a print product according to claim 1.

21. (New) A print product comprising a substrate, a layer of an offset printing ink applied imagewise, a primer layer, and a top layer of a UV-curable overprint varnish, wherein the primer layer comprises platelet-shaped particles which particles are aligned in the primer layer applied wet-on-wet by an engraved roll.